

GOVERNMENT OF ANDHRA PRADESH

ABSTRACT

Civil Supplies - Permission for sale of commodities other than the commodities similar to being sold through PDS by the fair price shops in villages – Village Mall – Remodelling of Fair Price Shops - Orders – Issued.

CONSUMER AFFAIRS, FOOD AND CIVIL SUPPLIES (CS.) DEPT.

G.O. Ms.No.12

Dated:27-02-2009.

Read the following:

1. No. N5/1092/2009 dated 21.2.2009 of the Commissioner of Civil Supplies, Hyderabad.

ORDER:

The Government has examined the concept of “Village Mall” for Remodelling of the Fair Price Shops (FPS), the salient features of which are:

- i) Increasing opportunities to augment the income of the fair price shop dealers by allowing additional goods and services to be sold through such shops so as to ensure that they do not indulge in malpractices like diversion of PDS commodities etc.
- ii) Ensuring continuous supplies of goods and services at the village level itself and to cope with the retail needs of the people, through the concept of "Village Mall" or Model fair price shops.
- iii) Motivating the fair price shops to improve their lay outs so as to create more space for mobility, changes in their display systems, providing water and toilet facilities. use of computers etc.
- iv) Including the product range viz. Postal services, Life Insurance Policies, ST Bus bookings, STD Telephone booth, Distribution of sanitary pans , Ice cream Parlour etc.
- v) Roping in the companies like ITC, HLL, Major oil companies, Fertilisers and Seeds companies and Service providers like BSNL, Hutch, TATA etc. to supply their products to such shops at margins which are attractive.
- vi) Allowing the merchandise of Cosmetic items, Recharge vouchers, Fertilisers, Seeds, Pocket goods etc. to turn these shops into micro rural malls so as to attract several manufacturing agencies to rope in FP Shops as their retail outposts.
- vii) to ensure that banks provide advances and support to these shops.

2. Government after satisfying that the scheme would be helpful in meeting the daily requirements of the consumers particularly in the rural areas under one roof besides providing reasonable income earning opportunities to the fair price shop dealers decides that this scheme shall be extended to the fair price shops in rural areas in the State and the fair price shops be permitted to sell the commodities other than the commodities that are similar to or are being presently supplied through PDS viz. Rice, Wheat, Sugar, Kerosene, Palmolien Oil and Red gram dal etc.

3. Government hereby orders that an arrangement could be made with the manufacturers etc. so that they could make available their products at the MLS points of the CS Corporation or another suitable place to enable the fair price shop dealers to take the commodities and varieties of their choice and sell in their shops on consignment basis. It is also ordered that the CS Corporation shall provide a place in the MLS point at a reasonable rate for positioning the stocks by the manufacturers/dealers for the fair price shop dealers to lift from the MLS points by eliminating the middle men in the process and get the products at a cheaper rate for sale to the consumers at reasonable prices. The fair price shop dealers also shall, in a phased manner, modernize their fair price shops to create space for mobility, changes in the display systems, weighing scales etc. It is however made clear that there shall be no direct financial involvement of the Government or the CS Corporation except in providing the services as a facilitator in implementation of the scheme.

4. Government also orders that the Collectors shall, in cases where the fair price shop dealers, approach them for loans under this scheme, arrange loans under priority lending schemes through the Bankers and also to explore the possibility of providing loans from the Khadi Village Industries Commission and Khadi Village Industrial Board duly treating the fair price shops as rural malls for providing soft loans with differential rate of interest.

5. Government also orders that the scheme shall be implemented first in the villages say of a Mandal in each district to start with.

6. The Collectors shall ensure that implementation of the scheme is in addition to the distribution of essential commodities through PDS and **not at the cost of the PDS.**

7. The Commissioner of Civil Supplies and the Vice Chairman and Managing Director, AP State Civil Supplies Corporation Ltd. shall provide necessary assistance in implementing the scheme to the district administration. The Collectors shall take immediate action to implement the scheme so as to enable the consumers to get other commodities at cheaper prices all under one roof.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

SANJAY JAJU
EX-OFFICIO SECRETARY TO GOVERNMENT.

To

The Commissioner of Civil Supplies, Hyderabad.

The Vice Chairman and Managing Director, AP State Civil Supplies Corporation Ltd., Hyderabad.

All the Collectors/All Joint Collectors/DSOs

Copy to the Addl. Secretary to CM

Copy to the PS to Minister (Food and Civil Supplies), Hyderabad.

The President, AP State Fair Price Shop Dealers Association, Hyderabad.

//FORWARDED BY ORDER//

SECTION OFFICER